



THE CITY OF SAN DIEGO **MANAGER'S REPORT**

DATE ISSUED: February 2, 2001 REPORT NO. 01-023

ATTENTION: Public Safety and Neighborhood Services Committee
Agenda of February 7, 2001.

SUBJECT: Parking Meter Districts

REFERENCE: Manager's Report No. 99-203, dated October 25, 1999;
Manager's Report No. 96-221, dated October 24, 1996;
Council Policy 100-18 ("Parking Meter Revenue Allocation &
Expenditure Policy")

SUMMARY

Issue - Shall the City Council adopt a resolution to authorize the City Manager to negotiate and execute agreements with private non-profit organizations for the expenditure of Parking Meter District 1 (Downtown), Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City) funds, consistent with the provisions of Council Policy 100-18, the Parking Meter Revenue Allocation and Expenditure Policy, and to allocate funds for associated administrative costs?

Manager's Recommendation - Adopt a resolution to authorize the Manager to negotiate and execute agreements with CCDC for the expenditure of Parking Meter District 1, private non-profit organizations for the expenditure of Parking Meter District 2 and Parking Meter District 3 funds, and to allocate funds for associated administrative costs.

Fiscal Impact - None by this action. If approved, this action would allocate parking meter revenue funds which the Council has already appropriated.

Environmental Impact - This action is exempt from CEQA pursuant to the State CEQA Guidelines, Section 15262, "Feasibility and Planning Studies." Actual projects resulting from these planning activities will require further environmental assessment.

BACKGROUND

Council Policy 100-18, effective March, 1997, established the Parking Meter District Program as a mechanism to fund and implement solutions to parking problems in areas where parking meters are located. The Policy distributes forty-five percent (45%) of parking meter revenues to three designated Parking Meter Districts (PMD's), with the funds to be used for various business or neighborhood parking and pedestrian improvement projects. Funds may be used to increase available parking (e.g., parking structures, surface lots, valet parking, etc.), enhance pedestrian mobility, provide mobility information (e.g., brochures, signs, etc.) or to develop landscaping, maintenance, and security improvements.

The City Council established the City's three PMD's in 1997 (District 1: Downtown, District 2: Uptown, and District 3: Mid-City) and provided for the creation of new Districts in areas with more than one hundred (100) parking meters. By resolution, the Council designated an advisory board for each established PMD. Council Policy 100-18 requires that the PMD advisory boards develop and annually present to the City one-year and five-year parking improvement/implementation plans.

DOWNTOWN: Parking Meter District One

City Council designated the management of the Downtown Parking Meter District (District 1) to the Centre City Development Corporation. On October 5, 1999, the City Council authorized the issuance of parking revenue bonds by the Redevelopment Agency to fund the construction of a 500 space parking facility at Sixth Avenue and Market Street. Pursuant to the bond indenture, CCDC receives PMD revenues subject to annual appropriation by the City Council. In addition to PMD revenues, the bonds primary security is net operating revenues from the parking facility and certain subordinate tax increment revenues from the Centre City Project Area.

The following activities have been facilitated with Downtown PMD funds since FY 2000:

- A "wayfinding" program (directional signage) was established throughout the downtown area in late 1999.
- A parking garage containing 501 parking spaces and 2,300 square feet of retail space at the ground level opened on January 24, 2001. The facility is located on the north side of Market Street between Sixth and Seventh Avenue and will serve Gaslamp Quarter and East Village parking needs.
- Schematic design is underway on a public garage at the southeast corner of Seventh Avenue and Market Street. This garage will feature 905 parking spaces and 6,000 square feet of retail space in a 7-story structure. Interim surface improvements will be made to this lot to permit 187 parking spaces prior to garage construction. The Redevelopment Agency will issue parking revenue bonds to fund the construction of this garage.
- Phase 1 of the India Street Improvements has increased neighborhood parking by converting parallel parking spaces to angled (diagonal) parking spaces on the east side of the street.
- Schematic design is underway on Phase 2 of the India Street Improvements.

- A parking demand study is currently being considered for Little Italy in order to identify the parking needs of this downtown district.

UPTOWN: Parking Meter District Two

The City Council designated the Uptown Partnership, a California non-profit corporation, as the advisory board and fiscal agent for the Uptown Parking Meter District (District 2). The Uptown Partnership has expended parking meter revenue funds to prepare the annual one-year and five-year parking improvement plans. Components of the short term (one-year) plan have already been implemented. On November 22, 1999 the City Council adopted the Uptown Strategic Mobility Plan, authorized the City Manager to negotiate and execute agreements with the Uptown Partnership, and allocated FY 1999 and FY 2000 parking meter funds to District 2.

The following activities have been facilitated with Uptown PMD funds since FY 2000:

- Established six Uptown locations which now sell parking meter cards.
- Sell approximately 100 parking meter cards monthly.
- Published the Uptown Community Parking Map, and distributes map to community and throughout city.
- Distribute a bi-month newsletter with an approximate circulation of 2,500.
- Provide a public information kiosk at 5th and University Avenue, which sells parking meter cards, monthly bus passes, and provides bus schedules and tourist information.
- Developing a cost-efficient parking meter card reloading device with Parking Management.
- Developing a wayfinding signage program which incorporates the Uptown Community Parking Map.
- Developing a parking management plan to supplement the existing five-year improvement plan,
- Developing a “pay by space” box for Goldfinch north of Washington with Traffic Engineering.
- Developing a public information website (www.uptownpartnershipinc.org) to provide information on parking opportunities in the Uptown area.
- Evaluated acquiring property within the core area of Uptown in order to provide off-street public parking.
- Maintains an office and provides ongoing parking/pedestrian support to local area businesses and residents.

MID-CITY: Parking Meter District Three

The City Council designated the Mid-City Parking Meter District Advisory Board as the advisory board for Parking Meter District 3. Because of the highly dispersed location of parking meters within PMD 3, and the unique characteristics of each community within which meters are located, the PMD 3 Advisory Board recommended a unique organizational structure. In October, 1999, the City Council approved the Advisory Board’s recommendation of a community-by-community organizational structure.

Three community based organizations within PMD 3 are designated as fiscal and administrative agents. The Golden Hill Community Development Corporation and the University Heights

Community Development Corporation serve subareas of PMD 3, and the El Cajon Boulevard Business Improvement Association serves the remainder. Each of these community based organizations has flexibility to institute parking and pedestrian improvement plans which support businesses and residents in their community. To date, some PMD 3 funds have been expended by the El Cajon Boulevard Business Improvement Association to identify existing parking and street conditions in an effort to facilitate future parking and pedestrian improvements.

The following activities will be facilitated with Mid-City PMD 3 funds in FY 2001:

The El Cajon Boulevard BIA will address the parking requirements of business owners and residents located along or near El Cajon Boulevard, Adams Avenue and the College Area.

- Preparing existing parking and street condition study, report and database.
- Investigating short term parking improvements.
- Preparing annual one-year (contractual scope of services) and five-year improvement plans.
- Informing businesses/residents of the purpose/intent of meters and time limited parking.
- Providing businesses with information regarding the goals and objectives of the program.

The Golden Hill CDC will address the parking needs of both shoppers and residents within the four commercial nodes of the community without adding additional parking meters.

- Defining existing on-street and off-street parking conditions and critical needs.
- Investigating creative short term parking solutions specific to each node.
- Preparing annual one-year (contractual scope of services) and five-year improvement plans.
- Providing businesses with information regarding the goals and objectives of the program.
- Incorporating parking as an element of the area's revitalization plan.

The University Heights CDC will address the immediate and intense parking shortage within the commercial node of University Heights.

- Engaging business and property owners in a public outreach process in order to identify the areas with the greatest parking needs.
- Identifying existing on-street parking conditions and prepare a parking inventory database.
- Investigate, study and recommend short term parking improvements.
- Preparing annual one-year (contractual scope of services) and five-year improvement plans.
- Informing businesses and residents of the purpose and intent of meters, time limited parking and the goals and objectives of the program.

Other PMD Expenditures

In addition to the above referenced activities and the associated expenditures, there are other expenditures from the Parking Meter District fund. In FY 1998, the City entered into a five year lease-purchase agreement to retrofit all parking meters with electronic functions. Electronic meters are more reliable than mechanical meters. The new meters allow for a precise measurement of parking meter revenue on a per-meter and will enhance each PMD's data collection to plan for localized improvements. The lease-purchase agreement has an annual cost of \$227,000 and continues through FY 2002. This amount is summarized in Attachment 1.

DISCUSSION

In accordance with Council Policy 100-18, the designated PMD advisory boards are presenting their annual one-year plans for the City's review. The current Downtown, Uptown and Mid-City PMD annual one-year plans envision maintaining and further developing several of the above referenced PMD activities. A historical summary of the PMD revenue allocations (based on the allocation formula provided in Council Policy 100-18) that have financed these activities is provided in Attachment 1.

Staff recommends entering into agreements with the Uptown Partnership, El Cajon Boulevard Business Improvement Association, Golden Hill Community Development Corporation, and the University Heights Community Development Corporation for continuing PMD plan development and implementation. To the extent that plan implementation requires the organization to engage in a project, then that project will require an environmental assessment, as would any other improvement project. Some actions or projects, such as property acquisition and departures (variances) from city standards will require review and approval by City Council.

Ninety-five percent (95%) of the PMD funds generated within each District will be used for plan development and direct implementation expenses. Approximately \$87,500 (5% of the total Program budget) will be allocated to cover the City's direct costs associated with implementing the Program. As shown in Attachment 1, parking meter retrofit costs are netted from total annual PMD revenues before the aforementioned percentage allocations are made. Any unexpended PMD funds are returned to the parking meter revenue fund for subsequent reallocation.

The annual City costs associated with implementing and administering the PMD Program are summarized in Attachment 1 and below:

- Overall program coordination is provided by a Parking Meter District Administrator in the Economic Development Division and budgeted at \$65,000 per year. Program coordination includes contract administration and monitoring, annual revenue tracking and budgeting, plan coordination, and serving as a liaison between the PMD Advisory Boards and City staff for issues involving planning, engineering, financing, auditing, real estate, landscape maintenance, and other relevant PMD matters;
- Review and analysis of long term financing options, provided through the Financing Services Division, is budgeted at \$12,500 per year;
- Review and analysis of parking improvement and implementation plans, provided through the Traffic Engineering Division, is budgeted at \$5,000 per year;
- Other incidental staff charges, budgeted at \$5,000 per year, to include City Attorney, Real Estate Assets and Auditor review of specific projects to be implemented as part of the plans.

ALTERNATIVES

1. Do not allocate PMD funds according to the provisions of Council Policy 100-18, and do not authorize the City Manager to negotiate and execute agreements regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).
2. Allocate PMD funds according to the provisions of Council Policy 100-18, but direct the Manager to negotiate and execute implementation agreements with alternative organizations regarding Parking Meter District 2 (Uptown) and Parking Meter District 3 (Mid-City).

Respectfully submitted,

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Approved: Bruce A. Herring
Deputy City Manager

CUNNINGHAM/JVK/TWR

Attachment: Parking Meter District Revenue Allocations